


# ITC GRANT NARRATIVE PROGRESS REPORT

Grantee: Moscow Chamber of Commerce	Grant Number: 09-11-06
Date Submitted: August 1, 2010	Report #: <input type="checkbox"/> 1 <input checked="" type="checkbox"/> 3
Date Posted for Review: 7/28/10 	<input type="checkbox"/> 2 <input type="checkbox"/> Final

Awarded Grant: \$ 20,680	Match Requirement: \$ 2,585.00
Amount Expended YTD: \$ 11,905.52	Match Documented YTD: \$ 5,675.72

## Element 1: Print Media Advertising

Amount Awarded: \$ 6,500	Amount Expended YTD: \$2,900	Match Documented YTD: \$0
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<p>Progress of Element since grant award or last report:</p> <ul style="list-style-type: none"> <li>-NCITA Discover Guide Advert (Printed and Distributed Feb/March 2010)</li> <li>-Design and approval and placement of Madden Media Spring Insert Advert</li> </ul>
<p>Anticipated completion date(s):</p> <p>December 2010 - Idaho State Travel Guide usually bills in December – will request extension to include ISTG advert in this grant.</p>
<p>Actions needed to complete this element:</p> <ul style="list-style-type: none"> <li>-Will place an ad in Idaho State Travel Guide (~\$3,125.00)</li> </ul>

☐ No activity during this report period due to seasonal nature of marketing activity.

## Element 2: Visitors Guide Brochure

Amount Awarded: \$ 2,500.00 (+2,900.00 amended = \$5,400.00)	Amount Expended YTD: \$4,087.85	Match Documented YTD: \$5,675.
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<p>Progress of Element since grant award or last report:</p> <ul style="list-style-type: none"> <li>-30k copies of the Moscow-Pullman Visitors Guide compiled, printed and in distribution (Jan 2010) Moscow and Pullman, WA receive 15k Guides each</li> <li>-30k copies of Pedaling the Palouse (bicycling guide) revised, printed and in distribution (Feb 2010) Moscow and Pullman, WA divided the brochures – 1/3 Moscow, 2/3 Pullman</li> </ul>
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Anticipated completion date(s):  
Element completed

Actions needed to complete this element:  
Element completed, \$1,313.00 remaining in Element 2 – Amended to Element 3

☐ No activity during this report period due to seasonal nature of marketing activity.

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Element 3: Tourism Materials/Production Equipment

Amount Awarded: \$ 1,200.00  
(+1,313.00 amended = \$2,513.00)

Amount  
Expended  
YTD: \$1,482.83

Match  
Documented  
YTD: \$0

Progress of Element since grant award or last report:  
-Purchase of Hewlett Packard computer and projector screen

Anticipated completion date(s):  
Element Complete

Actions needed to complete this element:  
Element completed, \$1,030.17 remaining in Element 3

☐ No activity during this report period due to seasonal nature of marketing activity.

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Element 4: Website Maintenance

Amount Awarded: \$ 1,300.00

Amount  
Expended  
YTD: \$0

Match  
Documented  
YTD: \$0

Progress of Element since grant award or last report:  
No funds have been requested for this element

Website Statistics:	April	May	June
Hits	280,114	243,392	232,949
Visits	14,339	12,862	10,957
Page Views	45,417	37,968	37,231
Time Spent	6m34s	7m16s	10m2s

Anticipated completion date(s):  
September 2010

Actions needed to complete this element:  
-Tourism staff is working with regional tourism (Palouse Marketing) committee on ideas for website additions (catering and convention information, more detailed lodging information, pre-planned sight-seeing itineraries, etc.)

☐ No activity during this report period due to seasonal nature of marketing activity.

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Element 5: Internet Media Advertising

Amount Awarded: \$ 2,000 (+\$600 amended = \$2,600)	Amount Expended YTD: \$2,600.00	Match Documented YTD: \$0
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Progress of Element since grant award or last report:  
The Chamber of Commerce hosts a "Visitors Center" icon on the University of Idaho Vandal Athletics website ([www.govandals.com](http://www.govandals.com)) that links to the Moscow Chamber website (32,769 visits annually).

Anticipated completion date(s):  
Element Completed

Actions needed to complete this element:  
Element completed, \$0.00 remaining in Element 5

☐ No activity during this report period due to seasonal nature of marketing activity.

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Element 6: Convention Center and Dining Guide

Amount Awarded: \$ 1,800.00	Amount Expended YTD: \$300.00	Match Documented YTD: \$0
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Progress of Element since grant award or last report:  
Commissioned cover art by local illustrator (\$300)

Anticipated completion date(s):  
August 2010

Actions needed to complete this element:  
Compile all restaurant info and print guide

☐ No activity during this report period due to seasonal nature of marketing activity.

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Element 7: Tourism Video

Amount Awarded: \$ 3,500.00	Amount	Match
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	Expended YTD: \$3,500.00 appropriated to other elements	Documented YTD:\$0
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Progress of Element since grant award or last report:
Anticipated completion date(s):
Actions needed to complete this element:

☐ No activity during this report period due to seasonal nature of marketing activity.